

Date: January 31, 2025

To
Listing Compliance Department
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai - 400 001.
Scrip Code: 543280

Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051.
Scrip Symbol: NAZARA

Subject: Intimation of Press Release

Dear Sir/Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 as amended, please find enclosed herewith the Press Release dated January 31, 2025, titled “**Paper Boat Apps, a Nazara Group Company, Adds Barbie to Kiddopia App**”.

This is for your information and records.

Thanking you.

Yours faithfully,
For Nazara Technologies Limited

Arun Bhandari
Company Secretary & Compliance Officer

Encl: As above



Paper Boat Apps, a Nazara Group Company, Adds Barbie to Kiddopia App

Mumbai, India, January 31, 2025 – Paper Boat Apps, the creators of the Kiddopia app and a 100% subsidiary of Nazara Technologies Limited announced the addition of Mattel Inc.'s iconic Barbie brand to Kiddopia. The integration featuring Barbie-themed games, is set to launch later this year.

The collaboration will bring Barbie to Kiddopia's educational platform, designed to nurture creativity, problem-solving, and learning among young users. This addition will enhance Kiddopia's mission of blending fun with education while offering exciting new games that entertain and promote learning.

Dhaval Sheth, COO of Kiddopia, commented, "Barbie's global recognition and empowering messaging align perfectly with our mission to inspire imagination, foster creativity, and provide an engaging learning experience for young children. This partnership will offer an exciting new way for kids to learn and play, combining the fun of Barbie with Kiddopia's educational ecosystem."

About Kiddopia:

Kiddopia is a globally loved, Award-winning, subscription-based Learning App for Kids ages 2-7 years of age. The app covers everything from Language to Math and Problem-solving to Creativity, with stunning visuals and intuitive gameplay.

Press Contacts:

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Mattel

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